

WISCONSIN MAIN STREET

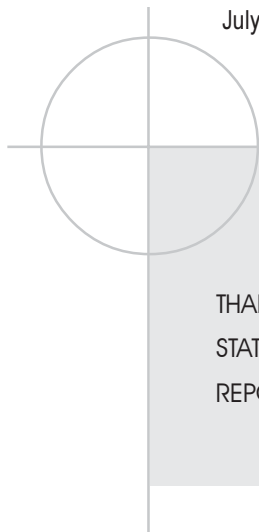


ANNUAL REPORT



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THE WISCONSIN MAIN STREET PROGRAM
THANKS THE MAIN STREET MANAGERS FOR PROVIDING
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REPORT.

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LETTER FROM THE GOVERNOR

Greetings,

It is with great pride that I present the 2000-2001 Wisconsin Main Street annual report.

Since 1988, the Wisconsin Main Street Program has been helping revitalize downtowns throughout the state. Downtowns play a vital role in the state's economy and quality of life. Collectively, the Main Street communities have created 10,304 new jobs, attracted 1,968 new businesses, and generated more than \$404,937,348 in public and private investment.

From July 1, 2000 through June 30, 2001 the state staff provided technical assistance to 30 Main Street communities and worked alongside local staff, volunteers, citizens, and officials to ensure program success. This report illustrates the accomplishments of the Wisconsin Main Street program over the past year. I congratulate the participants on their commitment and dedication to their communities and invite you to learn from their examples. This state-local partnership has established a firm foundation to ensure continued success in Wisconsin's downtowns.



SCOTT MCCALLUM
GOVERNOR

WHAT IS MAIN STREET?

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have generated new businesses and new jobs for their respective downtowns. Façade improvements and building rehabilitation projects have upgraded the image of Wisconsin Downtowns. Promotional activities have encouraged community cohesion.

MAP OF WISCONSIN MAIN STREET COMMUNITIES





BUREAU OF DOWNTOWN DEVELOPMENT SERVICES AVAILABLE TO DESIGNATED WISCONSIN MAIN STREET COMMUNITIES

Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance, including:

1. **ONSITE BUSINESS CONSULTATION TO BUSINESS OWNERS AND MANAGERS;**

This is a free service provided by Wisconsin Main Street's small business specialist. Existing and potential business owners in Main Street districts are offered on-site confidential counseling services on areas such as marketing, business planning, advertising, financial analysis, and inventory control. Follow-up assistance is also provided. The small business specialist also assists communities plan business retention and recruitment programs.

2. **ONSITE VISITS TO HELP EACH COMMUNITY DEVELOP ITS STRENGTHS AND PLAN FOR SUCCESS;**

State staff helps each Main Street community develop a workplan. These sessions help communities identify goals and objectives and prioritize and develop projects for the year. Some communities also receive assistance with strategic and vision planning.

3. **ADVANCED TECHNICAL VISITS ON SPECIFIC DOWNTOWN ISSUES;**

Wisconsin Main Street staff and outside consultants provide on-site assistance to communities in the form of one or two day technical assistance visits. These visits are always targeted to meet the needs of the local community. Past tech visits have included business recruitment; development of a white elephant building; merchandising; volunteer development; fund raising; and preservation planning.

4. **MANAGER ORIENTATION AND TRAINING SESSIONS;**

Wisconsin Main Street staff delivers a two day orientation and training session to new Main Street managers. Topics include the Four-Point Approach to downtown revitalization, volunteer management, program manager responsibilities, and the role of the state office. In addition, the Wisconsin Main Street Program provides quarterly workshops for managers and volunteers in participating communities. State and national experts speak on relevant topics in the field of downtown revitalization at these two-day workshops.

5. **ONSITE VOLUNTEER TRAINING PROGRAMS;**

Intense on-site training is provided to committees and individuals in participating Main Street communities. This service is initially provided to each Main Street committee based on the Four Point Approach to downtown revitalization. Volunteer training is also provided on specific downtown revitalization topics. Wisconsin Main Street staff, the National Main Street Center, and outside consultants provide the training.

6. **ONSITE DESIGN ASSISTANCE;**

This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street architect addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project. This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings; on-site consultations; telephone consultations; building sign design; paint and color scheme suggestions; awning design; tax credit information; and information on complying with the Americans with Disabilities Act.

7. **DOWNTOWN MARKET ANALYSIS;**

Each new Main Street community also receives intense training on downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help the community with business development efforts and provide valuable information to each of the four Main Street committees.

8. **YEAR-END ASSESSMENT VISITS;**

Wisconsin Main Street staff help both new and mature programs assess progress and address specific issues on these two day visits.

9. **MATERIALS SUCH AS MANUALS AND SLIDE PROGRAMS;**

All new Main Street communities receive excellent resource materials on downtown revitalization topics so that they can start their own Main Street libraries.



GENERAL BUREAU OF DOWNTOWN DEVELOPMENT SERVICES

In addition to administering the state's Main Street Program, the Bureau of Downtown Development provides general outreach to Wisconsin communities that are interested in revitalizing their downtowns. The following is a list of general services provided by the bureau:

1. FIELD TRIPS

Call the Bureau of Downtown Development at (608) 267-0766 for help planning field trips to Main Street communities to learn firsthand about their progress and revitalization strategies.

2. THE GOVERNOR'S CONFERENCE ON DOWNTOWN REVITALIZATION

2001 marked the tenth anniversary of this successful conference co-sponsored by the Wisconsin Main Street Program and the Wisconsin Downtown Action Council.

3. MAIN STREET APPLICATION WORKSHOPS

Learn not only how to successfully complete the Main Street application but also how to start and operate an independent downtown revitalization program.

4. NEWSLETTER

An individual or organization may be placed on the Bureau of Downtown Development's newsletter mailing list by calling (608) 266-7531.

5. TELEPHONE ASSISTANCE

Assistance by phone or mail is available from Bureau staff and the local Main Street offices.

6. WISCONSIN MAIN STREET LIBRARY

Any Wisconsin resident may check out one of over 300 books, manuals, workbooks, slide programs, and videos on various downtown topics.

7. THE WISCONSIN MAIN STREET SPEAKERS BUREAU

Local managers are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.

THE SELECTION PROCESS

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. The following areas are reviewed during the selection process:

1. **NEED** - The need for the Main Street program in the municipality and its expected impact on the municipality.
2. **ORGANIZATIONAL CAPABILITY** - The capability of the applicant to successfully implement the Main Street program.
3. **PUBLIC SECTOR COMMITMENT** - The level of public sector interest in and commitment to a local Main Street program.
4. **PRIVATE SECTOR COMMITMENT** - The level of private sector interest in and commitment to a local Main Street program.
5. **FINANCIAL CAPACITY** - The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be used. A minimum budget of \$60,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time manager.
6. **PHYSICAL CAPACITY** - The cohesiveness, distinctiveness, character and variety of business activity in the proposed commercial area.
7. **HISTORICAL IDENTITY** - The historic significance of the proposed business area and the interest in, as well as commitment to, historic preservation.

In the event that the Department of Commerce must choose between two highly-rated municipalities, it will base the selection on the following criteria:

1. **GEOGRAPHICAL VARIETY** - The municipality's contribution to the state-wide geographic distribution of the program.
2. **POPULATION DIVERSITY** - The municipality's contribution to the variety of community size in the state's program.



THE FOUR-POINT APPROACH

4

In 1980, the National Trust for Historic Preservation established the National Main Street Center (NMSC) to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are as follows:

1. DESIGN

This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical beauty of the downtown as a quality place to shop, work, recreate, invest and live.

3. ECONOMIC RESTRUCTURING


Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

2. ORGANIZATION

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

4. PROMOTION

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.



The success rate of the four-point approach is enhanced greatly when combined with the NMSC's eight principles:

1. Comprehensive Four Point Approach
2. Incremental Process
3. Quality
4. Public and Private Partnership
5. Changing Attitudes
6. Focus on Existing Assets
7. Self-Help Program
8. Action Oriented



URBAN MAIN STREET PILOT PROGRAM



This newly formed initiative by the Department of Commerce, the City of Milwaukee, and the National Main Street Center, will provide technical assistance based on Main Street's Four Point Approach to the Fond Du Lac Avenue corridor in Milwaukee. Assistance will include workshops, assessments and consultations to help community leaders organize and initiate projects.

2001

WISCONSIN MAIN STREET REINVESTMENT STATISTICS 1988 - 2001

Public Improvements	796
Public Investment	\$104,958,653
Building Rehabilitations	2,529
Private Investment in Building Rehabilitations	\$119,318,314
New Businesses	1,968
Business Relocations and Expansions	891
New Jobs	10,304
New Buildings	128
Private Investment in New Buildings	\$95,605,423
Buildings Sold	740
Private Investment in Buildings Sold	\$85,054,958
New Downtown Housing Units	334
Total Private Investment	\$299,978,695
Total Public and Private Investment	\$404,937,348



WISCONSIN MAIN STREET COMMUNITIES

The Wisconsin Main Street Communities undertook many successful projects throughout the year. Due to limited space, we have selected a representative sample to illustrate each point of the four-point approach.

DESIGN

Featured Community: Waupaca
Selected representatives: Algoma, Crandon, Darlington, Osceola, Platteville, Richland Center, Two Rivers, Watertown.

ECONOMIC RESTRUCTURING

Featured Community: Green Bay
Selected representatives: Antigo, Chippewa Falls, Eagle River, Marshfield, Mineral Point, Pewaukee.

ORGANIZATION

Featured Community: Viroqua
Selected representatives: Blanchardville, Columbus, De Pere, Ripon, Sheboygan Falls, Tigerton.

PROMOTION

Featured Community: Sturgeon Bay
Selected representatives: Beloit, Black River Falls, Dodgeville, Rice Lake, Sharon, West Bend.

DESIGN

This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical beauty of the downtown as a quality place to shop, work, recreate, invest and live.

WAUPACA

POPULATION 5,676

This building, a boarded up empty storefront previous to its restoration, once housed a shoe builder and repair shop. It is now home to Dianne Veese's new business that features arts, crafts and instructional lessons. Wisconsin Main Street provided an architectural rendering for this project based on historic photographs.

Extensive work was done on the exterior of the building. The glass was replaced to match historic photographs. The original front doors and much of the original hardware was restored and refinished. New 6 inch bevel siding replaced inappropriate materials that had been applied to the façade. A new flush mounted sign was put in place. Significant work occurred on the interior as well. The original wainscoting, wood flooring and ceiling were restored. The windows were uncovered and replaced. Total cost of the project was \$15,000, which included a \$1,000 Main Street Waupaca Design Committee façade improvement grant.



ALGOMA

POPULATION 3,357

For a long time there was a blank wall covering an infill space in the heart of downtown. That finally changed in the summer of 2001. After months of planning and designing based on historic information and photographs, the 31 by 8 foot space was painted. Since this was Algoma's sesquicentennial it seemed appropriate that the wall depict historic places in each of the three phases of Algoma's history. The first phase is the time prior to 1851 when the community was known as Wolf River. The second phase reflects the time from 1851-1897 when it was renamed Anapee. The last phase, from 1897 on, reflects how the community changed it's name back to Algoma. Various businesses and individuals donated all the labor and materials for the project.

CRANDON

POPULATION 1,961

The Crandon Main Street's Design Committee initiated a signage grant program in 2001. A four-member sub-committee was formed to review and grant financial assistance of 20 percent or up to \$200 per sign application. The business community response was overwhelming with 13 businesses applying for and receiving money to help pay for new signage. Crandon Main Street feels this is the first step in improving the downtown streetscape.



DARLINGTON

POPULATION 2,418

The new Darlington Recreation Bike/Walking path opened in the summer of 2001. The 4 foot wide path winds through the downtown and along the beautiful Pecatonica River for more than a mile. The city's campground, local ball fields and several parks are also along the path. The recreation trail is accentuated with historic-style lighting, benches and even a handicapped-accessible fishing pier. The Department of Transportation awarded a Surface Transportation Enhancement Program (STEP) grant for 80percent of the funds required. The city of Darlington was responsible for the remaining amount.

OSCEOLA

POPULATION 2,421

The Osceola Main Street Program Design Committee, working with Barbara Kooiman from the Mississippi Valley Archeology Center, La Crosse, successfully listed the 1916 Soo Line Depot and the Downtown Osceola Business District along Cascade Street from first to third Avenue on the State and National Registers of Historic Places in 2000. The Wisconsin State Historical Society informed Osceola that its commercial district was the first one ever reviewed that did not receive any opposition from affected business owners. All 21 contributing buildings within the district are now eligible for historic preservation tax credits.

PLATTEVILLE

POPULATION 9,989

When building owner Nancy Kies decided to renovate, the vinyl siding was removed to reveal much of the original storefront. Then the panels, roof, flooring, porch support beams and the siding on the upper level were all replaced. The roof drainage problems were addressed by installing a new drain pipe and heat tape. The structure was then primed and painted using historic colors. The impact of this renovation has been far reaching. This project increases pedestrian safety and downtown retail activity as well as enhances the historic fabric of the downtown. The total cost of this rehabilitation was \$12,000.

RICHLAND CENTER

POPULATION 5,114

The Richland Center depot was constructed in 1909 after a group of local citizens raised the funds to have it built. It is the sole remaining structure of the railroad era in Richland Center and has been designated a local historic landmark. The process to restore the structure began in 1996. The Richland Area Chamber/Main Street Partnership, with help from the mayor's office, applied for a grant. The Surface Transportation Enhancement Grant of \$352,000 was awarded and matched by a pledge from the Partnership for raise \$70,400 (20percent). The work began in the spring of 2001. An open house was held in October of the same year. The restored structure is now home to the Richland Area Chamber of Commerce and Main Street Partnership as well as Richland County Economic Development.

TWO RIVERS

POPULATION 12,639

The Two Rivers Central Park Historic District was listed on the State and National Register of Historic Places in 2000. A 10-member historic research committee, a sub-committee of the Two Rivers Design Committee, began researching historic buildings to develop a historic district in 1998. Two Rivers Main Street invested \$3,650 to hire consultant Carol Cartwright to write the nominating papers. Design Committee volunteers saved the program more than \$3,000 through their pre-nomination research.

WATERTOWN

POPULATION 21,598

The Krebs Grocery Building sat at 605 East Main Street for 115 years, serving the community in many capacities. It is architecturally significant because it has never been altered and still maintains its original look. The building was adjacent to Hafemeister's Funeral Home, and became an obstacle to a renovation/expansion project planned by the Hafemeister's new owners. The Krebs building was slated for demolition. The Historic Preservation Commission and the Main Street Program were vehemently opposed to this course of action. After many meetings to stay the demolition, an agreement was made whereby the building would be relocated to an appropriate site. The structure is 50 feet long, 22 feet wide, 29 feet tall, and weighs over 200 tons. It took only two hours to move the building to its new home at 208 First Street.



ORGANIZATION

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.



VIROQUA

POPULATION 4,335

In November 1999, the Associates to Restore the Temple Theater (ARTT) volunteers began the daunting task of raising \$800,000 in donations and pledges by December 31, 2000 to qualify for a \$400,000 challenge grant from the Jeffris Family Foundation. The group chose not to hire a professional fundraiser as recommended, and coordinated the effort themselves. They crossed the \$800,000 mark before Christmas 2000.

Thanks to the diligence and dedication of ARTT, the restoration of Viroqua's Temple Theater began in April 2001. The auditorium and lobby will be returned to their original 1922 Classic Revival style. The Temple Theater has already been listed on the State and



BLANCHARDVILLE

POPULATION 806

The 15th Annual Cruisin' Wisconsin Car, Truck & Cycle Show in Blanchardville was one of the first events held since the merger of the Chamber of Commerce with the Main Street Program. The joint effort proved to be a huge success with more than 400 vehicles in attendance and a profit just over \$7,000. The main reason behind the success was the strong volunteer effort put forth. More than 40 people gave of their time and talents. This is quite impressive considering the population for the entire community is only 802.

COLUMBUS

POPULATION 4,479

The last time city-wide Christmas decorations had been purchased in Columbus was 1969. In the spring of 2000 a committee made up of representatives from Columbus Downtown Development Corp. /Main Street, Columbus Water and Light, Columbus Area Chamber of Commerce, the Columbus Department of Public Works, and local businesses began to meet to do something about this problem. They chose to purchase new decorations and immediately began to raise money to cover the \$6,300 cost. The Columbus Merchants Group placed collection cans in local businesses. By year-end, nearly \$7,500 had been raised. Columbus Water & Light agreed to put up and take down the decorations annually and the Department of Public Works agreed to store them. The new decorations were truly a community effort.

DE PERE

POPULATION 20,559

A 1954 black and white 3-D movie entitled "Creature From the Black Lagoon" captured the interest of 1,000 people in downtown De Pere. Profits from admission, sponsorships, food and refreshments totaled \$5,400. Marketing the movie through print and television media with a creature costume from Hollywood enhanced interest in the event. This new experience was so well received it has become an annual festivity.

SHEBOYGAN FALLS

POPULATION 6,772

Sheboygan Falls partnered with renowned local artist Kitty Klich to present the first in a series of note cards that will be designed from original oil paintings of well-known Sheboygan Falls landscapes. The Sheboygan Falls Jaycee Footbridge was this year's edition. Visitors could watch firsthand as the artist worked in a downtown storefront. The original painting helped raise more than \$2,200 when it was raffled off at this year's Main Street Memories celebration. The artwork was also reprinted onto high quality stock for use as a note card or greeting card. To date, 135 packages have been sold, totaling \$935. Profits go towards Main Street beautification projects.



RIPON

POPULATION 6,828

"A Portrait of Ripon" is a collection of historic photos from Ripon's first 100 years. The hardbound book, co-authored by David Sakrison and Harry Heileman, has over 375 photographs. The authors volunteered most of their time to help offset production expenses. Ripon Community Publications, who printed the 1,500 books, also donated time and materials to the project. This book not only preserves and promotes the historic record but also has the potential to further local interest and efforts in historic preservation.

TIGERTON

POPULATION 764

The Village of Tigerton, the American Legion Post 239, and Tigerton Main Street decided to work together to restore a park that had fallen into disrepair. The committee restored the 1930s Work Projects Administration building and cleaned up the grounds. They also erected a beautiful, 6 foot India Black Granite memorial to honor all the veterans that have served our country. More than 350 local veterans' names were placed on two walls next to the memorial. In addition, a walkway with four concrete benches were also installed. The American Legion placed two cannons and displays nine flags in the park. Volunteers donated more than 500 hours and raised all the necessary funds to complete this impressive project.

ECONOMIC RESTRUCTURING

E Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.



GREEN BAY

POPULATION 102,313

When On Broadway, Inc. (OBI) had its first town meeting in 1996, neighborhood residents identified a need for a downtown grocery store. Recruiting started in 1997, after OBI finished its market analysis to determine the type, size and product mix the area could support.

In the summer of 1999, OBI started talking with Save-A-Lot grocery store's upper management. Save-A-Lot eventually designed a 32,000-square-foot store that fit in with the neighborhood architecture. In August 2000, the store held a groundbreaking ceremony. Hundreds of residents attended for music, food and fun. The neighborhood is proud to be a stakeholder in the grocery store.



ANTIGO

POPULATION 8,560

This past June, Antigo Main Street, Inc., Antigo Area Chamber of Commerce and the local UW Extension office co-hosted the seminar "Co-existing With National Discounters." National speaker, Kent J. Burnes, was the presenter. Burnes has over 15 years of experience in the field of economic development and small business consulting. Retaining and expanding small businesses in an ever changing market is a key focus for Burnes. Admittance was free with a completed downtown survey. More than 40 people attended the seminar, including the new manager of the Wal-Mart store that opened a month later.

CHIPPEWA FALLS

POPULATION 12,925

Chippewa Falls Main Street welcomed XMI Downtown to the Metropolitan Shops in the summer. XMI produces high-quality silk neckwear, dress and sport shirts, throw pillows and gift bags, and has 350 retail store customers. Nordstrom is its largest customer. The company's neckwear and shirts are worn exclusively by the male cast members of the television shows "West Wing," "ER," and "Will & Grace". The Metropolitan Shops are home to a variety of retail outlets for local manufacturers. The shops are considered a manufacturer's retail outlet incubator—allowing manufacturers to sell their products locally without the expense of hiring their own sales staff. Currently, the owner of Duncan Creek Woodworks handles sales at the Metropolitan Shops.

EAGLE RIVER

POPULATION 1,443

Thanks to the joint efforts of the Wisconsin Department of Transportation, the City of Eagle River, the Town of Lincoln, the Northland Pines School District, Headwaters Trails, Inc.,-who facilitates snowmobiling in the area,-and the Eagle River Revitalization Program, Highway 45 is now a beautiful new roadway. Decorative lighting reminiscent of what once graced Eagle River's streets flanks the new road and illuminates the newly constructed sidewalks. Green spaces and trees were also added. The new snowmobile bridge and road crossings provide safety for the snowmobiling enthusiasts as well as for vehicular traffic.

MINERAL POINT

POPULATION 2,617

The two-story Romanesque Revival Mineral Point High School was constructed in 1904, and served as the community's high school until 1924. It then served as a middle school until 1997, when a new combined middle/high school opened. Due to concerns about the fate of the building, Mineral Point Chamber/Main Street worked with the school district and local citizens and formed a property dispersal committee. The committee developed a request for proposals that was mailed to developers all over the Midwest. A proposal from Stone House Development was selected since it was viewed by the committee as the best reuse of the building and one which would restore the exterior to its original appearance. The project was funded under a limited partnership of private investors and utilized rehabilitation tax credits. Stone House Development turned the property into 11 one-and two-bedroom apartments ranging from 800-1,600 sq.-ft. The \$925,000 project was finished in the spring of 2000 and reached 100 percent occupancy by January 2001.



MARSHFIELD

POPULATION 18,800

Finding a new use for a former gas station is often a challenging task. Main Street Marshfield was very excited when Compass Properties wanted to take a look at a downtown property that had not been used for quite a few years. The company reviewed the Downtown Redevelopment Plan and identified with the desire for a historically correct redevelopment. Research on the property revealed that the homestead of the first settler in Marshfield, Louis Rivers, as well as the first post office, grocery store, and hotel, were located on this site. Thus the name "Founders Square" was given to the redevelopment area. This is the first project in the beautiful complex that will anchor the north end of the Main Street district. Main Street Marshfield was pleased to welcome new tenants Wickersham Jewelers, Marathon Travel, Pat Juneau Law Offices, and Badger Title Company to the new facility.

PEWAUKEE

POPULATION 8,170

The Village of Pewaukee began plans for redevelopment of the downtown Pewaukee Lakefront in the mid-1990s. In 1999, construction began on the \$1.3 million project. Improvements, completed in 2000, included a beach house/concession stand, kiosk, benches, overlook, banners, wider sidewalks, terraced seating, trash receptacles, a wider beach and landscaping. The project was designed to slow vehicles in an area that was often congested with summer traffic. The road was narrowed significantly and 10-minute drop off points and pedestrian crosswalks were added. The summer of 2000 saw a beautiful new lakefront with a marked increase in use by residents and visitors. Additional lakefront programming has been added with the weekly Pewaukee Lake Ski Show and Music on the Lakefront every Wednesday evening throughout the summer.

PROMOTION

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.



STURGEON BAY

POPULATION 9,437

The City of Sturgeon Bay and the Sturgeon Bay Community Development Corporation combined their strengths to raise \$25,000 to bring the American Wind Symphony Orchestra to Sturgeon Bay. One of the challenges of the event, beyond the fundraising, was finding local families to host 37 young musicians for four days.

The performance schedule included free concerts at local nursing homes, senior citizen apartments, hospitals and businesses. The grand finale on Saturday night took place on a 195-foot barge docked adjacent to a city park. More than 3,000 people turned out to enjoy the patriotic music, ice cream social and fireworks. Volunteers completed the entire event, from locating housing to scooping ice cream to clean up. This unique, one-of-a-kind musical performance is indeed something Sturgeon Bay can be proud of for a long time.



BELOIT

POPULATION 35,775

In order to bridge the gap between the college and the community, Beloit College students formed the Beloit Interaction Committee or BIC. They contacted the Downtown Beloit Association and were invited to join the Promotion Committee. Since then, they have assisted with many projects, including a welcome kit for first year students, the Halloween promotion and the annual Spring Clean-Up Day. The two organizations have created a campus-wide volunteer base.

BLACK RIVER FALLS

POPULATION 3,618

The Black River Falls Downtown Association hosted the 5th Annual Karner Blue Butterfly Festival this summer in downtown Black River Falls. The festival celebrates the endangered Karner Blue Butterfly that inhabits the Black River area. Local and state wildlife experts made presentations and trolley tours were available to the newly developed Brockway Barrens habitat area. This year's raffle featured a beautiful quilt depicting the butterfly and its wild lupine habitat. Festivities included crowning of the Butterfly Princess, a parade, food and craft vendors, and a street dance at night. Over the years the festival has continued to grow, attracting visitors and participants from all over the Midwest.

DODGEVILLE

POPULATION 4,220

The 2nd Annual Dodgeville Bules Fest was a great success. It was held the same weekend as the annual Lands' End Blow-Out Sale, Maxwell Street Day and other community events. The event was rained out last year but the "wet run" provided experience and built tremendous community support for this year's event. Thousands of visitors converged on downtown to enjoy great bargains and blues music. Seven blues bands entertained the crowd. The event turned out to be a successful fundraiser for the Dodgeville Area Chamber of Commerce and Main Street Partnership. Plans are already being put together for next year's event.

SHARON

POPULATION 1,549

The first Civil War Cemetery Walk was sponsored this summer by the Sharon Main Street Program. Horse drawn wagons drove visitors along the historic Civil War Walk, which was paid for by Sharon's Civil War widows. The walk is made up of blocks named for fallen local heroes and is wide enough to allow two ladies in hoop skirts to walk side-by-side when visiting graves of loved ones. It runs from the village to Oakwood Cemetery. Upon reaching the cemetery, Civil War re-enactors related the trials and tribulations of their ancestors, including one Sharon mother who had one son fight for the North and another fight for the South. Visitors then returned to the village and refreshed themselves with real old-fashioned lemonade and Victorian sweets.



RICE LAKE

POPULATION 8,320

The first annual Main Street Book Festival was a huge success. Storyteller and musician, Kevin McMullin, performed at the library in the morning, while Mother Goose and Amelia Bedelia hosted storytime in the afternoon. In addition, the Berenstain Bears, Helen Myhre, author of "Farm Recipes and Food Secrets from the Norske Nook," and Dave Tindell, author of "Revived," were also on hand. Friends of the library held an adult spelling bee and the Old Bookshop hosted science fiction writer, Kij Johnson and representatives from Indianhead Writers. "A Walk in the Past" history game rounded out the day's activities. Participants visited downtown businesses to gather historic information about each site from local historians. Thanks to a creative committee and a lot of volunteer support the event got by with a budget of only \$300.

WEST BEND

POPULATION 28,152

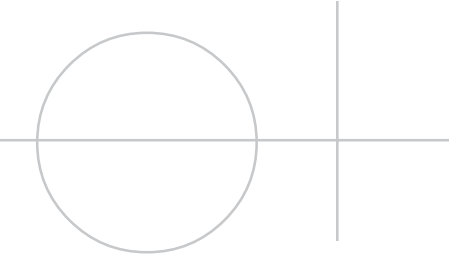
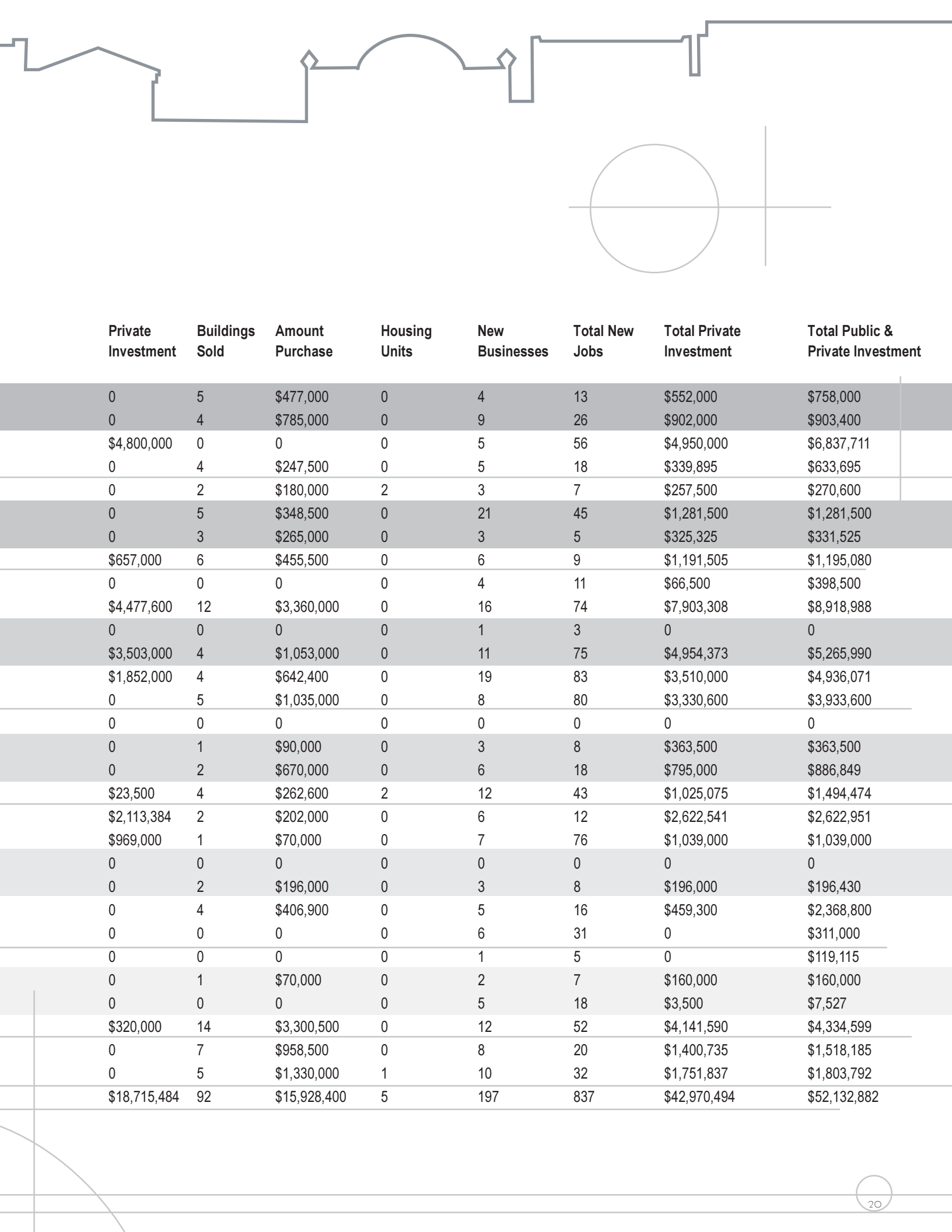
The first annual RiverJam flowed smoothly for the West Bend Downtown Association in June 2001. The purpose of the event was a community celebration of the Milwaukee River, which runs through the downtown. It kicked off with a Farmer's Market in the morning, followed by an art show along the riverwalk. Free canoe rides were available all day. Downtown restaurants offered a sampling of their signature dishes and a street dance was held in the evening. The event was a tremendous success, drawing many people into the downtown.



REINVESTMENT STATISTICS

	Public Improvement	Public Investment	Building Rehabilitations	Private Investment	New Buildings
Algoma	2	\$206,000	10	\$75,000	0
Antigo	3	\$1,400	7	\$117,000	0
Beloit	10	\$1,887,711	2	\$150,000	1
Black River Falls	6	\$293,800	9	\$92,395	0
Blanchardville	6	\$13,100	3	\$77,500	0
Chippewa Falls	0	0	7	\$933,000	0
Columbus	1	\$6,200	2	\$60,325	0
Crandon	2	\$3,575	10	\$79,005	1
Darlington	1	\$332,000	4	\$66,500	0
De Pere	12	\$1,015,680	11	\$65,708	3
Dodgeville	0	0	0	0	0
Eagle River	4	\$311,617	8	\$398,373	5
Green Bay	4	\$1,426,071	13	\$1,015,600	2
Marshfield	4	\$603,000	15	\$2,295,600	0
Mineral Point*	0	0	0	0	0
Osceola	0	0	5	\$273,500	0
Pewaukee	8	\$91,849	13	\$125,000	0
Platteville	6	\$469,399	43	\$738,975	1
Rice Lake	1	\$500	22	\$307,067	2
Richland Center	0	0	0	0	2
Ripon*	0	0	0	0	0
Sharon	1	\$430	0	0	0
Sheboygan Falls	3	\$1,909,500	6	\$52,400	0
Sturgeon Bay	5	\$311,000	0	0	0
Tigerton	6	\$119,115	0	0	0
Two Rivers	0	0	0	\$90,000	0
Viroqua	2	\$4,027	2	\$3,500	0
Watertown	7	\$193,009	15	\$521,090	2
Waupaca	12	\$117,450	28	\$442,235	0
West Bend	14	\$51,955	10	\$421,837	0
TOTALS	118	\$9,162,388	236	\$8,326,610	19

* Community did not report investment statistics



	Private Investment	Buildings Sold	Amount Purchase	Housing Units	New Businesses	Total New Jobs	Total Private Investment	Total Public & Private Investment
	0	5	\$477,000	0	4	13	\$552,000	\$758,000
	0	4	\$785,000	0	9	26	\$902,000	\$903,400
	\$4,800,000	0	0	0	5	56	\$4,950,000	\$6,837,711
	0	4	\$247,500	0	5	18	\$339,895	\$633,695
	0	2	\$180,000	2	3	7	\$257,500	\$270,600
	0	5	\$348,500	0	21	45	\$1,281,500	\$1,281,500
	0	3	\$265,000	0	3	5	\$325,325	\$331,525
	\$657,000	6	\$455,500	0	6	9	\$1,191,505	\$1,195,080
	0	0	0	0	4	11	\$66,500	\$398,500
	\$4,477,600	12	\$3,360,000	0	16	74	\$7,903,308	\$8,918,988
	0	0	0	0	1	3	0	0
	\$3,503,000	4	\$1,053,000	0	11	75	\$4,954,373	\$5,265,990
	\$1,852,000	4	\$642,400	0	19	83	\$3,510,000	\$4,936,071
	0	5	\$1,035,000	0	8	80	\$3,330,600	\$3,933,600
	0	0	0	0	0	0	0	0
	0	1	\$90,000	0	3	8	\$363,500	\$363,500
	0	2	\$670,000	0	6	18	\$795,000	\$886,849
	\$23,500	4	\$262,600	2	12	43	\$1,025,075	\$1,494,474
	\$2,113,384	2	\$202,000	0	6	12	\$2,622,541	\$2,622,951
	\$969,000	1	\$70,000	0	7	76	\$1,039,000	\$1,039,000
	0	0	0	0	0	0	0	0
	0	2	\$196,000	0	3	8	\$196,000	\$196,430
	0	4	\$406,900	0	5	16	\$459,300	\$2,368,800
	0	0	0	0	6	31	0	\$311,000
	0	0	0	0	1	5	0	\$119,115
	0	1	\$70,000	0	2	7	\$160,000	\$160,000
	0	0	0	0	5	18	\$3,500	\$7,527
	\$320,000	14	\$3,300,500	0	12	52	\$4,141,590	\$4,334,599
	0	7	\$958,500	0	8	20	\$1,400,735	\$1,518,185
	0	5	\$1,330,000	1	10	32	\$1,751,837	\$1,803,792
	\$18,715,484	92	\$15,928,400	5	197	837	\$42,970,494	\$52,132,882



WISCONSIN MAIN STREET AWARDS

BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

Winner: City-Wide Christmas Decoration Project, Columbus

BEST PRINTED PROMOTIONAL ITEM

Winner: On Broadway Marketing Packet, On Broadway Marketing Committee

BEST CREATIVE FUND RAISING EFFORT

Winner: Black Beard's Bash, Positively Pewaukee Gala Fund Raising Committee

Honorable Mention: Red Wing Stoneware Sale, Black River Falls Downtown Association

Honorable Mention: Drive-In Movie, Ken O'Dierno, Kevin Edwards, and the De Pere Main Street Drive-In Movie Committee

Honorable Mention: Note Card 2000 Project, Sheboygan Falls Chamber-Main Street

BEST VOLUNTEER DEVELOPMENT PROGRAM/PROJECT

Winner: Tigerton Veteran's Memorial Park Committee

Honorable Mention: Beloit Promotion Committee and the Beloit Interaction Committee

BEST DOWNTOWN SPECIAL EVENT

Winner: The American Wind Symphony, Sturgeon Bay

Honorable Mention: Meander to Marshfield, Osceola Main Street and Main Street Marshfield

Honorable Mention: Aquafest Classic Car Show-Off and Poker Run, Rice Lake Promotion Committee

BEST DOWNTOWN RETAIL EVENT

Winner: Old Fashioned Holidays, On Broadway, Inc.

BEST NEW BUILDING PROJECT

Winner: Pete and Lisa Keller, Mineral Spirits Saloon, Mineral Point

BEST BUSINESS DEVELOPMENT SUCCESS STORY

Winner: Save-A-Lot Food Stores, On Broadway, Inc.

BEST ADAPTIVE REUSE PROJECT

Winner: Stone House Development, Schoolhouse Apartments, Mineral Point

Honorable Mention: The Ray Vanden Heuvel Family Campus Center of St. Norbert College, De Pere

BEST INTERIOR RENOVATION

Winner: Tom and Deb Rogers, 206 Watson Street, Ripon

Honorable Mention: Cronies, Waupaca

Honorable Mention: West Bend Savings Bank, West Bend

BEST FAÇADE REHABILITATION UNDER \$5,000

Winner: Tablewood, Mineral Point

BEST FAÇADE REHABILITATION OVER \$5,000

Winner: 331-335 North Broadway, Green Bay

Honorable Mention: Nancy Kies, Platteville

BEST DOWNTOWN PUBLIC IMPROVEMENT PROJECT

Winner: The Pewaukee Lakefront Redevelopment Project, Village of Pewaukee

BEST HISTORIC REHABILITATION PROJECT

Winner: The Hen's Roost, Waupaca

BEST HISTORIC PRESERVATION PROJECT

Winner: The Associates to Restore the Temple Theater in Viroqua for Listing the Temple Theater on the State and National Register of Historic Places and for raising \$800,000 toward restoration.

Honorable Mention: The Osceola Design Committee for listing the Osceola Commercial Historic District and the 1916 Soo Line Depot on the State and National Register of Historic Places.

Honorable Mention: "A Portrait of Ripon," Ripon Main Street

Honorable Mention: The Two Rivers Design Committee for listing the Two Rivers Central Park Historic District on the State and National Register of Historic Places.

COMMUNITY GRADUATION AWARD

On Broadway, Inc., Green Bay



2001 WISCONSIN MAIN STREET VOLUNTEERS OF THE YEAR

Will Postma, Algoma
Adrianna Straw, Antigo
Josie Mielke, Beloit
Jeanette Kertis, Black River Falls
Becky Johnson, Blanchardville
Nancy Zimbric, Chippewa Falls
Don Warren, Columbus
Wendy Wimberger, Crandon
Rick Nell, De Pere
Ron Dentinger, Dodgeville
Kurt Hartwig, Eagle River
Steve Broniarczyk, Green Bay
Bernie Huettl, Marshfield
Dorothy Palzkill, Mineral Point
Larry Kytola, Osceola
Deb Nowak & Karen Patrick, Pewaukee
Dave Zmina, Platteville
Shelly Schoening, Rice Lake
Dick Neuman, Richland Center
David Sakrison, Ripon
Tom Keyes, Sheboygan Falls
Kristi Roenning, Sturgeon Bay
Gerald Krueger, Tigerton*
Dennis Vogel, Two Rivers
Mark Brueggen, Viroqua
Preston & Edith DeHamer, Waupaca
Alan Vaillancourt, Watertown
Karen Butz, West Bend

* Honorary Captain

2001 WISCONSIN MAIN STREET HONORARY BOARD OF DIRECTORS

Lynn Truckey, Algoma
Kay Sollitto, Antigo
Sharon Burnett, Beloit
MaryAnn McDonald, Black River Falls
Kevin Larson, Blanchardville
David H. Raihle, Jr., Chippewa Falls
JoAnn De Nure, Columbus
Sandy Frank, Crandon
Sandi Walch, De Pere
Mary Hull, Dodgeville
Dick Hansen, Eagle River
Dee Geurts-Bengtson, Green Bay
Patty Huettl, Marshfield
Shirley Wallace, Mineral Point
Sharon O'Rourke, Osceola
Ann Wells, Pewaukee
Cindy Tang, Platteville
Rick Vesper, Rice Lake*
Wava Haney, Richland Center
Victor Roeder III, VisionCare Associates, Ripon
Steve Schmitt, Sheboygan Falls
Mitch Wise, Sturgeon Bay
Marie Tauferner, Tigerton
Rich Greenwood, Two Rivers
Lynn Fortun, Viroqua
Carol Bohlman, Watertown
Liz Stange, Waupaca
James Muehlbauer, West Bend

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Tim Anderson, Madison
Charles Causier, Milwaukee
Shawn Graff, Hartford
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Dennis Leong, Madison
Peggy Lescrenier, Madison
Terrence Martin, Waupaca
Brian McCormick, Madison
William Neureuther, Hubertus
Fritz Ruf, Pewaukee
Kevin Tenpas, Green Bay
Trudy Wallin, Viroqua
Ed Wendland, Watertown

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Philip Edw. Albert, Secretary

Peggy Lescrenier, Administrator
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